



MERCHANDISING SUPPORT SERVICES

Case Study: Retail Services – Motoring and Cycling Retailer

A motoring and cycling retailer needed the support of **RGIS merchandising services** in the middle of a **store refurbishment program**

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The UK's leading retailer of motoring, cycling and leisure products and services, with more than 700 stores with over 10,000 employees required the support of RGIS. Through the retailer's autocentres, it is also one of the UK's leading independent operators in vehicle, servicing, maintenance and repairs, satisfying more than 750,000 customers every year.

REQUIREMENT

The motoring and cycling retailer needed a solution in the middle of a **store refurbishment program**, and the **support of RGIS merchandising services**.

The retailer required RGIS to provide the following:

- To provide **additional support** to ensure the stores reopened on time, with a small team of experienced merchandisers
- **Work closely with the store's in-house teams**
- Shifts of 12 hours to **meet deadlines**
- **National coverage**

SOLUTION

The motoring and cycling retailer partnered with RGIS to complete the **merchandising support project**, and provided the following:

- Scheduled teams of two or three **experienced RGIS staff** per store, dependent on size of the store
- **Replenished stock** on shelves
- Ensured stock was front edge, nicely stacked and with the label facing out
- **Cleaned and tidied the store**

RESULTS

The motoring and cycling retailer found by outsourcing the **merchandising support project** to RGIS the following results were achieved:

- All stores had the relevant **shelves fully stocked**
- The stores were able to **open on time as planned, with no issues**
- The customer's **high standards were met** at all times

By partnering with RGIS, the motoring and cycling retailer found that due to the support received, **all stores were open on time** following the store refurbishment program, and **with no issues**



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People Services



Stock Replenishment



Collaborative Approach



High Standards



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